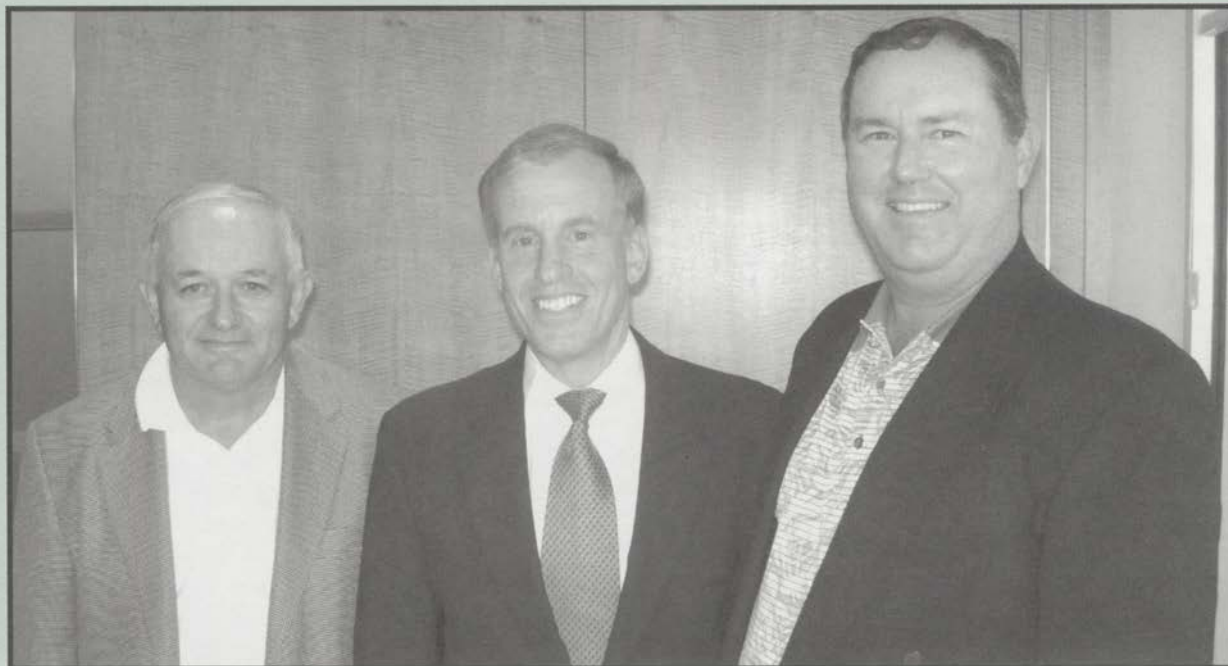


# THE GREEN SHEET



VOLUME XXII, PART VI, NOVEMBER/DECEMBER 2006

NEWSLETTER OF THE FLORIDA GOLF COURSE SUPERINTENDENTS ASSOCIATION



From left to right: GCSAA Director Bob Randquist, CGCS, hosted the 2006 Palm Beach GCSA - Treasure Coast GCSA joint meeting and the Cavanaugh/Wagner Cup Golf Match at the Boca Rio G. C. The guest speaker was Steve Mona, CEO of the GCSAA, who gave an update of GCSAA operations and programs. Steve Pearson, CGCS and President of the Palm Beach GCSA, presided over the business meeting portion of the meeting.

## Upcoming Events

Nov. 2 Grounds Management Seminar presented by Suncoast GCSA and IFAS, El Conquistador CC, Bradenton.

Nov. 13 Central Florida GCSA Chapter Meeting, Rio Pinar GC

Nov. 13 West Coast GCSA chapter meeting, Isla del Sol

Nov. 14 Everglades outing, LaPlaya

Nov. 16 Calusa Chapter Meeting, Colonial CC

Nov. 19 Suncoast GCSA trip to the Tampa Bay Bucs game with the Washington Redskins

Dec. 9 SFGCSA Christmas Party, Fort Lauderdale Sheraton

Dec. 9 Ridge GCSA Christmas Barbeque, Bartow GC

Dec. 13 Everglades Christmas Tournament, Quail West

Dec. 16 Palm Beach GCSA Christmas Party, Delray Beach Marriott

Dec. 17 Central Florida GCSA TESTA Tournament, Metrowest GC

### **FTGA Regional Turf Conferences:**

Jan. 9 Mid Florida  
Jan. 10 Tampa  
Jan. 11 Fort Myers  
Jan. 16 Fort St. Lucie  
Jan. 17 Lake Worth  
Jan. 18 Miami/Broward/Dade  
Jan. 23 Ocala  
Jan. 24 Jacksonville  
Jan. 30 Milton

## President's Message

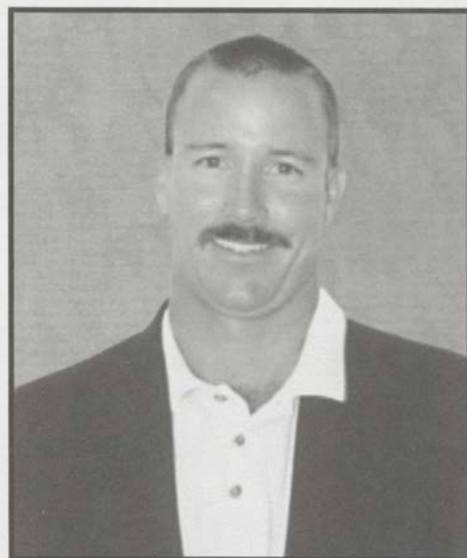
### Craig Weyandt

My hat goes off to the FTGA for another wonderful Conference & Show held in September in Bonita Springs. The corn boil, meeting facilities and education were all top notch. I hear the FTGA has secured the same facilities for next year around the same time so mark your calendars for this great event. The FTGA wants to meet the needs of the turf industry and will study the feasibility of moving the Conference around the state and maybe even set up a regional rotation. If you are asked, please respond. They (we) need the information to make good decisions for all concerned.

The fall board meeting of the Florida Golf Course Superintendents Association was held in October at Grand Cypress and among the many things discussed, and one of the most important, was our dues structure. The finance committee recently reviewed the current dues in relation to the overall financial stability of the organization. They also provided history of dues increases to the board. It's hard to believe that the last dues increase for the members was in 1992. A letter will be going out to chapter presidents and then to all members explaining the actions that the Board has recommended as part of our strategic planning to make the FGCSA solid financially in the future.

Early into the New Year all the superintendents across the state will be receiving the Florida Golf Course Superintendents Association Golf Maintenance and Benefits Survey. This biannual survey allows us to monitor trends in spending on a chapter and state level. I use this very valuable tool often when referring to my budget. This survey is only sent out every two years and will take only a few minutes to complete. This year the survey will be shortened to make it even easier and less time consuming to complete. Please don't leave this sit on the corner of your desk, fill it out and send it in.

Speaking of surveys, the GCSAA is conducting five different surveys over the next year to construct an Environmental Profile of the golf industry. The pesticide survey was completed earlier this year with a 27% response rate. Currently, members may log on to the GCSAA website and complete a Water Use survey. These surveys will collect real time data that will be used to express the true benefits of golf courses. I know all too well how precious time is but once again, this is your chance to have a voice. If enough superintendents don't respond the data will not be statistically valid. As much as we talk about EPA regulations and decisions, providing this real world data will go a long way to providing useful information for the future discussions on golf course products.



**Craig Weyandt**

Last year marked the second year of the Golf Industry Show (GIS) and what a success. After scrambling to find a site after Katrina, Atlanta stepped up to the plate and in a big way. I'm looking forward to attending this year's conference & show in Anaheim, California. I hear that Anaheim has a whole new look and will surprise all with the new improvements. The show is still evolving and this year is another first. Following the GCSAA and Golf Owners Conference seminars at the start of the week, the Club Managers Association of America will join the GIS over the weekend at the trade show and their education will be the following week. GCSAA will be monitoring attendance closely to make sure there is no negative impact on superintendent attendance with the addition of General Managers.

As Steve Mona, CEO of GCSAA mentioned recently, "GCSAA is the 800 pound gorilla in this scenario. We bring over 200,000 square feet of show to the mix; GCOA brings around 40,000 sq. ft. and CMAA brings around 10,000 sq. ft." It is a benefit for the whole industry to have one show, but we have a contract that allows any party to step out if it isn't working for their benefit, in our case, if our members are prevented from attending.

I prefer to look on all the potential positives that can come from this event and from the data we can generate from the upcoming surveys. You hold the power to help shape the future of golf in your hands. Don't squander these opportunities for education and information.

## THE GREEN SHEET



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All material submitted for printing will be edited at the discretion of the editor. Material must be typed or clearly printed. Photos are encouraged. Items must be for the good of the association.

Deadline next issue: December 15.

## What's Up D.O.C.?

by Joel Jackson

### 1. Government Relations: Methyl Bromide

– See the notes on page 5 from the meeting in Washington D.C. with EPA held on October 18<sup>th</sup>. We are getting closer to overcoming the question of market disruption or economic impact with new data provided to EPA. This does not mean we will be successful on the international level, but it is a better effort than past applications. The NRDC (National Resource Defense Council) just sent a letter to the International Body attacking Methyl Bromide stockpiles. The board is discussing whether to sign on to a letter of rebuttal from industry. Keep in mind the NRDC was also behind the Alar apple scare a few years ago.

**Fertilizer Issues** – Sarasota appears to be the lightning rod for this issue. While Mary Hartney of the Florida Fertilizer & Agrichemical Association is skeptical and apprehensive about the possible outcome, Dr. Laurie Trenholm of IFAS and Mike Thomas of Fla DEP have more hopes that education and practicality will win out. They say the staffs are very receptive to the information. That doesn't always translate into logical legislative action by the politicians. Currently stakeholder groups are meeting in a series of meetings to define the issues and present evidence/data to support positions.

Other counties seem to be willing to slow down and await the outcome of a statewide ruling on Urban Turf and phosphorous levels before jumping the gun with local regulations. A meeting on Urban Turf will take place in Tallahassee on October 16<sup>th</sup>. Shane Bass, CGCS, FGCSA Secretary/Treasurer will attend the meeting to make sure golf turf management requirements are protected.

**MSMA** – While attending the GCSAA Chapter Delegates Tour of headquarters on October 13<sup>th</sup>, I dropped by the Government Relations office and spoke with Chava McKeel who has been tracking the EPA Docket responses. You remember we have been promoting individuals and chapters to write letters of support for not banning the

herbicide as is now currently scheduled by EPA. The meager 32 public comments filed as of September 29<sup>th</sup> had grown to 200 by October 13<sup>th</sup>. Ms. McKeel said she had never seen 200 docket comments on any issue. The deadline for comments expires on November 9<sup>th</sup>. I hope you got to speak your mind.

**2. Golf BMP Manual:** The BMP Steering Committee met via video conferencing from IFAS centers in Mid Florida, Ft. Lauderdale, Balm, Milton and Quincy. After a run through by a professional editor for readability, the 9/25/06 version was reviewed with comments on each of the ten chapters and the BMP Checklists. Only minor edits and clarifications were offered up. Mike Thomas will make those changes and then submit to a graphics/layout person. I will endeavor to supply more photos to depict best management practices to provide a visual context for the lay reader. We are hopeful for publication early next year.

**3. Allied Associations:** The FTGA has named a new Executive Director, Ms. Casey Wohl Pace. Casey's resume and background will run in the Fall Issue of the Florida Green. I have had the pleasure to work with Casey on the Ag Institute of Florida where she is now the Immediate Past President. The FTGA had a good presence at the recent Farm Credit/Ag Intsitute Candidates Forum held at the annual FNATS trade show in Orlando, with Casey as presiding host and Matt Taylor, Darren Davis, Jay McCord and myself in attendance.

The 2006 FTGA Conference and Show was successful with an increase over last year's numbers, but attendance from the potential pool of superintendents in the SW area was not what should have been expected. While the current board is making strides in getting broad support from all sectors of the Florida turfgrass industry, many are puzzled over the lack of participation by traditionally one of the strongest voices of the FTGA. With a new professional executive director on board, the FTGA stands poised to help lead the government and public relations efforts on those hot button issues that confront all of turfgrass, and that includes golf. Now is not the time to pull back, but to step up and support this organization that still has the relationship with the University of Florida

to allow us to maximize our donation dollars for research.

**IFAS:** Several FGCSA members met Dr. George Hochmuth, IFAS Dean of Research at the recent FTGA Conference. His willingness to work with us to identify turf research issues seemed genuine and sincere and he appreciated the preliminary feedback we gave him. According to several folks who know his style and leadership, he's the real deal. So that's a good thing for our current and future research needs. Dr. Hochmuth and Dr. Nell also attended the FTGA and FGCSA meetings held in Orlando last week. We went over the timelines for submission of research proposals and follow up reports from the researchers.

**GCSAA:** See page 6 of this newsletter for a summary of the 2006 Chapter Delegates Meeting. Currently the GCSAA is sending out the 2<sup>nd</sup> in a series of Environmental Surveys. This one is on water use. There is more on this on page 4. The important thing to note is that today's world and decision making is "data driven." These surveys on the environment and others to come from GCSAA on Member's Needs, Salary and Benefits and all others are going to shape the course the national, the state, and local associations take in the future. I can tell you the EPA folks' faces lit up when Carrie Riordan told them about the environmental surveys. They are starving for data so they can logically and fairly tackle environmental issues. You hold the key to the arsenal of products you can use in the future and to the programs and services that will serve you in your professional life.

**4. General** – This has been perhaps one of the busiest years that I can recall. This year I attended the American Society of Association Executives (ASAE) Annual Conference in Boston in August. It was very interesting and educational to immerse myself into the culture of Association Executives. It should not come as a big surprise that the issues of participation and membership growth cuts across all associations whether it's hospice care givers, dental technicians or bankers. But it was evident that strategic planning, having a positive attitude about customers (member service) and identifying those needs were key to being successful in business as well as association life.

## GCSAA Golf Course Environmental Profile project continues with second phase due November 20

GCSAA's Golf Course Environmental Profile project moved to its second phase with the water use and conservation survey distributed Oct. 9. Responses are due Nov. 20. Both GCSAA member and non-member superintendents received electronic and/or hard copy surveys in a process that mirror the first phase conducted earlier this year. This second phase will measure water use and conservation on the golf course. *Superintendents are invited to submit the water use and conservation survey whether or not they submitted the first survey.* Respondents will receive .25 service points for taking the survey.

"The response to our first survey was excellent," GCSAA Director of Research Clark Throssell, Ph. D., said. "We are still analyzing the data, but the preliminary reports will provide us with a solid base to start building the typical golf course profile."

Throssell noted that the project is of the utmost importance. He said GCSAA and the golf industry needs specific environmental baseline information about the environmental state of golf courses. An understanding of the current state of environmental practices will allow the association to document progress made by golf courses and help determine the direction of its environmental efforts in the future. The data will also help the golf industry respond to governmental inquiries and to answer the public's questions about environmental issues. Throssell noted existing "environmental" data is very limited, not complete, uniform, or centralized. Many times information provided in the news media is inaccurate or misleading.

To access the survey, please visit [www.gcsaa.org](http://www.gcsaa.org). More details about this project are also available via the GCSAA Web site home page through a series of frequently asked questions. The entire project features a series of surveys conducted over several years to collect a variety of data. The first phase focused on the physical characteristics of golf courses while this particular survey will address water use on your course. The project is being funded by The Environmental Institute for Golf through a grant provided by The Toro Foundation.

Should you have questions, please contact Mark Johnson, GCSAA Environmental Programs Specialist at [mjohnson@gcsaa.org](mailto:mjohnson@gcsaa.org).



2006-2007 Florida Turfgrass Association Board of Directors is introduced during the FTGA Conference at Bonita Springs. From left: Secretary/Treasurer Todd Himelberger, Dupont Professional Products; Vice President Darren Davis, Olde Florida GC; President Jay McCord, John Deere One Source/Coastal Equipment; and Immediate Past President, Matt Taylor, CGCS, Royal Poinciana GC. Casey Wohl Pace was introduced to the crowd as the new FTGA Executive Director.

## Methyl Bromide Critical Use Exemption Meeting by Joel Jackson

At 10:00 am on Thursday, October 19th, we met with EPA to discuss GCSAA's 2008 CUE application. The meeting lasted just over an hour.

### EPA staff present were:

- Marta Montoro, Program Analyst, Stratospheric Protection Division, Office of Air, lead on MeBr application
- Dr. Christine Augustyniak, Economist, Office of Pesticides
- Rick Keigwin, Biological and Economics Analysis Division, Office of Pesticides
- Cindy Newberg, Team Leader, Stratospheric Protection Division
- Staci Gatica, Office of Stratospheric Protection
- Aaron Levy, assistant to Marta Montoro

### GCSAA representatives were:

Carrie Riordan, GCSAA, Director of Public Policy; Joel Jackson, FGCSA, Member of the Methyl Bromide CUE Task Group; Duane Ewing, Ewing and Associates, consultant for the CUE application process and Dr. J. Bryun Unruh, U of Fla (by phone) as principal researcher on viable alternative soil fumigants.

The overall tone of the meeting was positive, however, it is clear that EPA is still struggling to make the case for significant market disruption.

EPA did acknowledge that the 2008 CUE application contained good economic information, that they had not previously had, on types of facilities, rounds played, revenue, etc., but that more information is needed, specifically data on whether or not golfers would stop playing golf if course conditions were not up to their expectation. Since Methyl Bromide is still available in existing stockpiles, there is no data readily available to quantify the resulting impact if Methyl Bromide was withheld for golf course use. GCSAA will check to see if any such data exists for courses that chose not to fumigate. GCSAA will also forward the Golf 20/20 golfer expectations survey to EPA,

as well as the original data from the NGF facilities report.

EPA reported that political pressure at the international level is the main obstacle to overcome in terms of the golf CUE. Other countries simply do not see value in using MeBr for golf courses or grass in general. In fact, the international body has rejected the 2007 Turfgrass CUE. The Turfgrass CUE asked for MeBr to treat only 1% of turf (certified sod). The international body used the reasoning that if "99% of turfgrass had converted to alternatives then the other 1% can too." This reasoning is obviously flawed and EPA plans to push back and defend turfgrass uses.

Golf is requesting only .25% (one fourth of one percent) of all golf turf and had hoped that since such a small amount was being requested that it would be persuasive.

This will not be the case at the international level where cut flower production is considered a viable use for granting exemptions to that industry, while golf and turfgrass are considered frivolous uses of methyl bromide. Such varying cultural views and biases unfortunately tend to make this process more political than scientific.

If EPA feels it can make a strong argument for market disruption for golf courses, they will put the CUE forward for interagency review. Interagency review involves the U.S. State Department, the USDA, the Trade Commissioner, and perhaps the Dept. of Justice. If the CUE is approved by all of these groups, it will move forward as part of the U.S. CUE package that goes to the international body. We don't have any idea how the CUE would fare if put up for interagency review. We are focusing our efforts right now on convincing the EPA to put the application forward.

EPA is currently working on the CUE process and hopes to have a draft of their recommendations by the end of the month. GCSAA staff, our consultant and the CUE Task Group will continue to work closely with EPA to keep the process moving forward.

## SFGCSA's Missing & Exploited Children Tournament

The 22nd Annual SFGCSA Tournament benefitting the Florida Branch of the National Center for Missing and Exploited Children was held at Colony West CC on Friday, October 6th. Once again Dale Kuehner, CGCS, and his staff had the course in great shape for the event. And the weather was good this year!

Nancy McBride, NCMEC Director of Prevention Education, was pleased to learn that this year's Tournament raised \$22,000 for the Center. That brings the total funds raised by this tournament over the past 22 years to a whopping \$250,000 to help the Children of South Florida.

Chairman Bob Klitz along with Billy Entwistle and all the SFGCSA members of the Tournament Committee would like to thank all of the loyal participating sponsors who made this day possible. Many of the sponsors have participated in this event for years and are the reason that this Tournament is such a financial success. In particular, a special thanks is due once again to Brian MacCurrach of Bayer Environmental Science for sponsoring the Bayer Power Pak Auction which this year yielded \$4,500 thanks to that generous bid by Frank McKee, superintendent at Parkland GC. When combined with the \$4,700 bid for this same Bayer Power Pac offered at the Palm Beach GCSA Future of Golf Tournament held in June, Bayer has contributed a substantial donation of \$9,200 from just these two events. Thanks, Brian.

Low Gross winners with a score of 59 went to the team of Scott Ireland, Steve Cook, Brian Johnson and Scott Hurley. Low Net honors with a score of 60 went to the team of Alan Weitzel, Cyndy Anderson, David and Donna Lottes.

**GCSAA Conference and  
Golf Industry Show  
February 19-24, 2007  
Anaheim, CA  
Registration information  
online at [www.gcsaa.org](http://www.gcsaa.org)**

## Chapter Delegates Look to the Future

Noting that the association and its members have made significant gains on several fronts, the GCSAA Chapter Delegates meeting, October 13-14-15, took a strategic approach in discussing how GCSAA could sustain that momentum in achieving its mission, vision and goals.

"I commend and appreciate the Delegates for the energy they displayed during the meeting," said Ricky Heine, CGCS meeting chairman and GCSAA vice-president. "They were focused and well-prepared in giving the board of directors and staff their perspectives on how we achieve our long-term vision. They took ownership of their association and in their responsibility as delegates. It is obvious they engaged their members in talks before the meeting."

The exchange of ideas and comments focused primarily on three items: a.) the development of long-term revenue streams to fund programs and services; b.) growing the GCSAA membership; c.) and positioning GCSAA and its membership classes in the marketplace (primarily to employers and influential golfers).

The financial conversations centered on the establishment of a long-term dues pricing strategy. At the request of the Delegates, the board and staff presented a proposal that would tie the establishment of membership dues to an index (such as the Consumer Price Index). Historically, the association has enacted a dues increase in larger increments on average every five to seven years. The result has been a loss of members. There was widespread agreement at the meeting that smaller dues increases would be more easily absorbed at the facility level and less likely to result in membership declines.

Tied to the discussion of revenues was an examination of GCSAA membership numbers. From a high of more than 22,000 in 2001, the association's membership has declined approximately 10 percent to just over 20,000 today. There was agreement that the situation has been created in large part by a struggling golf economy and the implementation of member standards. Staff presented a seven-phased membership growth and recruitment campaign enacted

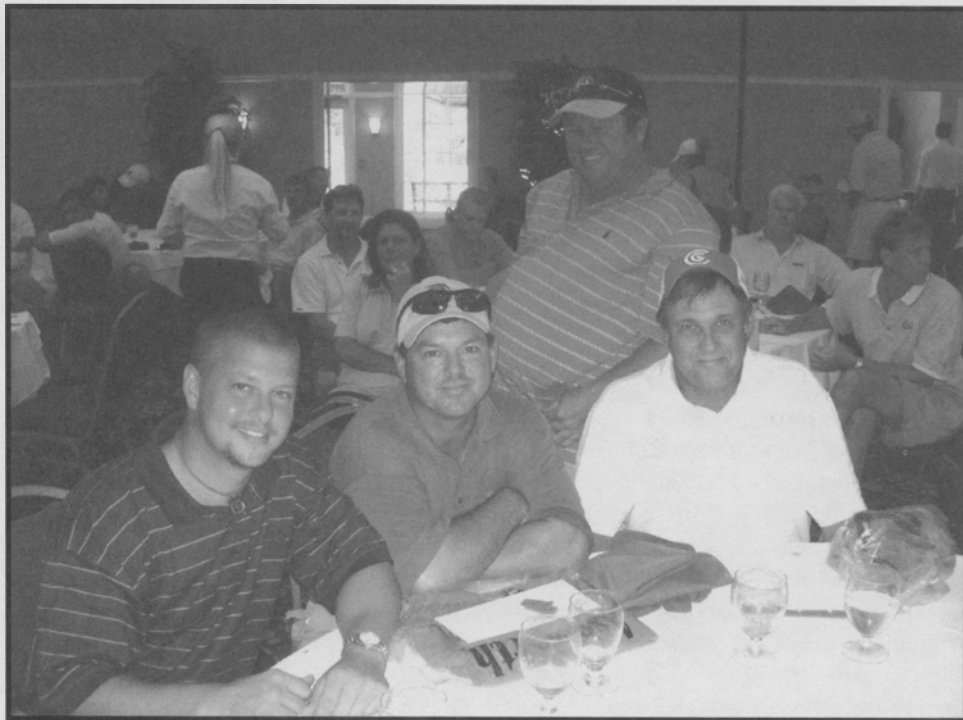
late last year. Delegates supported the efforts, realizing such an initiative will take time to yield results and must be long-term in nature. They were especially supportive of the GCSAA field staff pilot program and encouraged strong consideration for expanding it in the near future.

The liveliest debate was on GCSAA's philosophy regarding the positioning of the association and its membership classes. Delegates shared a variety of opinions, but ultimately agreed that for membership standards to have value in the marketplace, then they must be promoted externally. There was unanimous support that greater resources be dedicated to marketing the value of being a member of the association as a whole with various strategies devised for each of the member categories like CGCS, Class A, Class SM and Class C. These individual marketing strategies will define and describe the requirements of each membership class so that each golf facility can support their superintendent according to their needs and resources.

Noting that chapters will be integral to the success of revenue generation, membership

growth and retention, and marketing efforts, discussion also included an examination of chapter effectiveness. Specifically, the delegates were charged with providing the board and staff direction as to how the association could best invest resources to enhance chapter operations. The top three items were: a.) membership recruitment and retention; b.) chapter executive development and support; c.) chapter meeting effectiveness (attendance, timing, satisfaction, value, etc.). It was the consensus that many of the issues were interrelated and thus could be addressed if programs and services are developed and coordinated appropriately. Once again, support for expanding the field staff pilot program was communicated, and suggested as a means to implement effectiveness programs.

Delegates also expressed interest in providing support to GCSAA's advocacy efforts. They were briefed on the process the association follows for commenting to the EPA on product re-registration. The process includes an element for member input to GCSAA actions, plus the opportunity for chapters and members to become directly engaged as well.



Team Aeri-Fine, shooting a 57, took Low Gross at the 42nd Bud Quandt Research Benevolence Tournament held at the Tampa Palms G&CC on October 2nd. Team members (L-R) were Keith Nicoletta, Gary Newcomb, Tim O'Neil and John Reiley (standing).



## South Florida Sweeps FGCSA Championship Again!

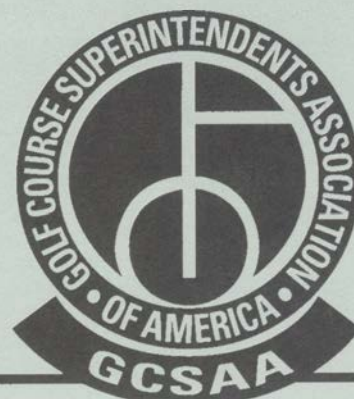
It's *dejas vu* all over again. The Bullies from Biscayne, The Dukes of Divots or The Princes of Par, whatever you call them the name of the game is Domination and the South Florida Chapter once again hauled the Team and Individual Trophies back to the Gold Coast.

(l-r) Kneeling: Jason Bagwell and Stephen Fox. Standing: Seth Strickland, Bob Harper and team captain Joe Pantaleo.

Superintendent Ward Pepperman and his staff at Southern Dunes provided the great setting and the South Florida chapter provided the great golf! At the end of the day, 3 players ended up with a low gross of 72 -- Bob Harper and Seth Strickland playing on the South Florida team and Jim Torba, who played with the Everglades chapter. The Three-Man Playoff began with both Bob and Seth getting a birdie on the first hole, thus eliminating Jim. Harper was pronounced 2007 FGCSA Champion by earning another birdie on the second playoff hole.

Other chapters represented at the Championship were Central Florida, Everglades, Palm Beach, Treasure Coast and the Ridge chapters. Kelly Cragin, SFGCSA Past President, also made the trip up from South Florida to play in the Individual Competition and cheer on his fellow SFGCSA golfers.

This event marked the end of qualification for the FGCSA Team at the 2007 GCSAA Championship in California coming up in February. This year's Florida Team will be composed of Bob Harper, Southern Dunes winner; Seth Strickland, Crowfoot Open Champion; Stephen Fox, the Poa Annuu Classic Champion; and Jim Torba, who qualified by taking the Low Average of the three events.



## 2007 Florida GCSA Reception -- Thursday, February 22nd

Mark your calendar now and make your room reservation at the Sheraton Park Anaheim Hotel, 1855 S. Harbor Blvd., site of the Annual Florida Reception on Thursday, February 22nd beginning at 7:00 p.m.

The Sheraton Park Hotel is conveniently located less than a quarter mile from the Anaheim Convention Center. Individual sleeping rooms may be reserved by calling Golf Industry Travel at 800-442-7220 or by contacting GCSAA travel on-line. We urge you to make your room reservation now since these rooms will fill up quickly.

Sponsor solicitation letters have been sent to all previous sponsors but new sponsors are always welcome to join us and be part of this great night for the Florida superintendents who travel to the FGCSA Golf Industry Show in Anaheim. Affiliate members of any of the local Florida chapters are encouraged to become sponsors this year and get involved with this event that has always been the most talked about reception of any of the GCSAA chapters! Please contact the FGCSA office at [fgcsa123@bellsouth.net](mailto:fgcsa123@bellsouth.net) to request a sponsor solicitation form or call the FGCSA office at 800-732-6053 if you have not received a sponsor solicitation and want to be a part of this great evening.

Don't miss this annual event!

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Jupiter: 888-222-7072  
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**HEY SUPT'S-MAKE SURE YOUR TECHNICIANS  
ARE AWARE OF THIS SPECIAL EVENT**

Golf Ventures, Kilpatrick and Jacobsen are hosting a 2 day technician's event to bring the Jacobsen Factory to Florida. This exclusive Jacobsen factory event is December 5<sup>th</sup>-6<sup>th</sup> at the Daytona International Speedway.

Two days of training on engine, electrical and hydraulic troubleshooting, preventive maintenance and more. This one-time event will help you improve the performance of your machines, your staff and your bottom line.

For more details, call Debbie Nipper at 863-904-2178.



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**South Florida GCSA Golfers Win Another Statewide Tournament!**

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